



WPXI  
4145 Evergreen Road  
Pittsburgh, PA 15214

BrabenderCox  
1218 Grandview Avenue  
1st Floor  
Pittsburgh, PE 15211

# Contract # 334836

Schedule Dates 10/02/12-10/07/12  
Advertiser Pol/T Murphy/R/Con/PA (16299)  
Agency BrabenderCox (3844)  
Product Political - Federal Candidate (1067)  
Brand POL/T MURPHY/R/CON/PA (29258)  
Salesperson Telerep/Washington DC, Washington DC (1040)  
Sales Office Telerep/Washington DC  
Buyer Name BRABENDER,LIZ  
Phone/Fax /  
CPE N/A  
Account Types National/Political  
Billing Type Standard  
Comments MURPHY 10/01  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

Date Entered 10/01/12  
Last Modified 10/04/12  
Entered By Jennifer Stewart  
CO-OP Yes  
Headline # 06357730  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$3,131.25  
Net Total \$17,743.75  
Sales Tax

Pittsburgh (WPXI)		
By Broadcast Month	Spots	Rate
Oct. 2012	28	\$20,875.00
<b>Grand Total:</b>	<b>28</b>	<b>\$20,875.00</b>

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Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/02/12-10/05/12	4	:30	7A-8A (EST)	2	1	1	1	1				5	\$625.00	\$3,125.00	Pittsburgh (WPXI)	TODAY 7-8A/1	10/1/12
2.0	Normal Line / Spot	10/02/12-10/05/12	4	:30	8P-530P (EST)	4		1	1	1	1			4	\$600.00	\$2,400.00	Pittsburgh (WPXI)	NEWS 5-530P/2	10/1/12
3.0	Normal Line / Spot	10/06/12-10/06/12	5	:30	6A-8A (EST)	1						1		1	\$250.00	\$250.00	Pittsburgh (WPXI)	SAT NEWS 6-8A/5	10/1/12
4.0	Normal Line / Spot	10/06/12-10/06/12	5	:30	6A-10:30A (EST)	1						1		1	\$275.00	\$275.00	Pittsburgh (WPXI)	SAT NEWS 8-1030A/6	10/1/12
5.0	Normal Line / Spot	10/06/12-10/06/12	4	:30	10:59P- CHANNEL 11 NEWS	1						1		1	\$625.00	\$625.00	Pittsburgh (WPXI)	NEWS 6-630P/7	10/1/12
6.0	Normal Line / Spot	10/06/12-10/06/12	4	:30	10:59P- CHANNEL 11 NEWS AT 11P	1						1		1	\$2,100.00	\$2,100.00	Pittsburgh (WPXI)	LATE NEWS/8	10/1/12
7.0	Normal Line / Spot	10/07/12-10/07/12	5	:30	5:30A-8A (EST)	1						1		1	\$250.00	\$250.00	Pittsburgh (WPXI)	SUN NEWS 530A-8A/9	10/1/12
8.0	Normal Line / Spot	10/07/12-10/07/12	5	:30	8A-9A (EST)	1						1		1	\$275.00	\$275.00	Pittsburgh (WPXI)	SUN NEWS 8-9A/10	10/1/12
9.0	Normal Line / Prime	10/02/12-10/02/12	5	:30	10P- Parenthood 10-11P	1		1						1	\$2,000.00	\$2,000.00	Pittsburgh (WPXI)	PARENTHOOD 10-11P/12	10/1/12
10.0	Normal Line / Spot	10/02/12-10/05/12	5	:30	4:58A- CHANNEL 11 NEWS 5am	2		X	X	X	X			2	\$300.00	\$600.00	Pittsburgh (WPXI)	NEWS 5-530A/13	10/1/12
11.0	Normal Line / Spot	10/02/12-10/05/12	4	:30	5:30P- 6P (EST)	4		1	1	1	1			4	\$800.00	\$3,200.00	Pittsburgh (WPXI)	NEWS 530-6P/3	10/1/12
12.0	Normal Line / Spot	10/02/12-10/05/12	4	:30	5:58P- CHANNEL 11 NEWS AT 6PM M-F	4		1	1	1	1			4	\$1,000.00	\$4,000.00	Pittsburgh (WPXI)	NEWS 6-630P/4	10/1/12

## CONFIRMATION CONTRACT

Accepted Agency/Advertiser: \_\_\_\_\_ Date: \_\_\_\_\_  
Accepted Station: \_\_\_\_\_ Date: \_\_\_\_\_  
Comments: \_\_\_\_\_

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.



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13.0	Normal Line / Spot	10/07/12-10/07/12	4	:30	6P- CHANNEL 11 NEWS								1	1	\$675.00	\$675.00	Pittsburgh (WPXI)	NEWS 6-630P/11	10/1/12
14.0	Normal Line / Spot	10/07/12-10/07/12	5	:30	12:05A- Cash Cab 12A								1	1	\$300.00	\$300.00	Pittsburgh (WPXI)	CASH CAB 1205-1235A/14	10/4/12

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